BRENTANO'S *booksellers to the world*

586 FIFTH AVENUE, NEW YORK, NEW YORK 10036

PLAZA 7-8600

November 7, 1969

Dear Customer:

I am pleased to announce that we have completed arrangements to honor BankAmericard and Master Charge credit cards in all Brentano's stores. These widely held cards offer a convenient way to charge your purchases at leading stores across the country without an annual membership fee.

We have decided to discontinue our own charge accounts at this time since most of our customers prefer the convenience of an account that can be used at other stores as well.

If you do not have a Master Charge or BankAmericard account and would like my help in processing your application for one, please let me know by completing the enclosed reply card and returning it to my personal attention.

This is another step in our continuing program to make shopping at Brentano's easier and more convenient for you. Please feel free to call upon me personally if I may be of assistance to you in any of our stores.

Sincerely,

Elliott N. Lang

Elliott N. Lang
President

P.S. We will, of course, be pleased to honor your American Express or Diners Club card as well.

Postage
Will Be Paid
by
Addressee

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Mr. Elliott N. Lang
President
Brentano's
586 Fifth Avenue
New York, New York 10036